

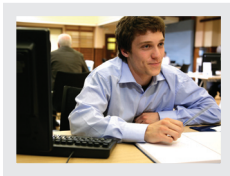
Data Gathering



PROFESSIONAL SERVICES

Best Practices Consulting

Professional Services designed to maximize performance over the entire data gathering process.



Allegiance engagement and loyalty experts will develop a customized data gathering strategy based on the feedback channels that are most appropriate for your business. We specialize in post-transaction, receipt surveys, online web forms, interactive voice response (IVR), paper, phone, combinations and much more. In concert with this strategy, Allegiance can also support your objectives with an extensive array of professional services ranging from helping you assemble contact lists, initiate sampling, and communicate and motivate your target audience(s), to data collection, a response analysis, and process improvement.

1 List Assembly

- Identify audience
- Determine communication channels
- Gather list information
- Customize methodology

2 Sampling

- Select subjects using random/stratified/predictive
- Determine margin of error
- Estimate balancing regime
- Determine survey frequency

3 Communicating & motivating

- Create compelling survey invitations
- Customize call scripts
- Set up incentive strategy

4 Data Collection

- Conduct pilot testing
- Deploy surveys (paper, online, phone or combo)
- Monitor response
- Send reminders

5 Response Analysis

- Assess data quality
- Resolve balancing & weighting
- Analyze bounce-backs
- Measure survey abandonment
- Fulfill incentives

6 Process Improvement

- Minimize non-response bias
- Improve instruments
- Improve processes & tools

"Gathering the right data is a critical part of the research process because it provides the foundation from which to draw accurate conclusions. Allegiance Professional Services team can assist you in selecting and applying the right data gathering methods and techniques for your project, as well as help you improve your survey response rates."

- Kyle LaMalfa, Allegiance Best Practices Manager & Loyalty Expert

For more information, visit www.allegiance.com
or contact Allegiance Sales at 801.617.8000.

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